

SEP24/12 11.33

WFLA-TV *****

23

PROGRAM : 530P NEWS
CON COM1 : 530P NEWS

REP HEADLINE# 6334127
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP24/12 11.33
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$2,000.00	9/25	9/26	2		TU-W	2
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
SEP/12 \$7,550.00												

CONTRACT TOTAL \$7,550.00
 TOTAL SPOTS 6

MARKET TOTALS \$22,550 WFLA 33% WFTS 62% WTSP 0% WTVT 5% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%
 SHARES ESTIMATED. WILL UPDATE.
 SVC- NSI
 DEMOS- RA35+*

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Americans For Prosperity/ Issue
 Submission Number 780 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Americans For Prosperity/ Issue	Submission Cost:	7550	Campaign Ref:	E:063341270
Buyer:	..	Client/Product/Estimate:	.. / 1590	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 09/30/12	Weeks:	1	Order Ref:	06334127
Est./PO Number:	06334127	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Amer For Prosperity	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	Total	Cost
1	M-F 5p News .TV....	04	850	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News .TV....	03	925	30 Comme	Nbr of Spots	2	1850
3	M-F 6p News .TV....	02	2000	30 Comme	Nbr of Spots	2	4000
Weekly Totals:					Total Spots(Ord Spots)	6	6

Grand Totals				Month 9 Weeks: 5			
				09/24			
Totals				Spots	6		
				Cost	7550		

Spots:	6
Gross Total:	7,550.00
Commission:	1,132.50
Net Total:	6,417.50